

## Our Product:

X-Fly

## Web site to learn more:

## Background materials:

- 5 examples of a radar marketing email we sent out to prospects on a monthly basis to keep X-Fly on their radar.

## Audience:

Pharmaceutical executives managing multi-million-dollar healthcare brands, and managing MSL (medical science liaison) teams

E.g. <https://www.linkedin.com/in/catherine-weber/>

## Objective:

How would you maximise/repurpose content for additional uses?

## Outputs:

1: Use the “Escalating Insights” radar. Create a series of short (e.g. max 100 words) LinkedIn-friendly text posts from that radar – please provide 2-3 written examples. These would attract the reader’s attention and encourage the reader to click on a “learn more” link that would take them to a dedicated X-Fly website. In reality we would also add a graphic to the post to attract attention (not needed here). Also note that 80% of the pharma audience looking at that post will not be relevant to X-Fly, so the post needs to catch their attention quickly so they can instantly see if the topic is relevant to their world, which then makes them explore further.

## LinkedIn-friendly text posts using ‘Escalating Insights’.

1.

Headline: **Don’t fly blind when it comes to harnessing the latest medical insight.**

Information is the key. As long as you can see it.

Prioritizing and distributing insights as close as possible to the point of capture maximizes the opportunity for a successful outcome.

Using X-Fly, our fully integrated digital platform, means you can use predefined workflows to ensure insights are classified and prioritized automatically and immediately.

Whether it’s your overarching strategy or your current key topics of interest, there’s a workflow to make sure the right people see the right information. Right away.

Seeing is everything. Make sure your staff see the full picture by using X-Fly.

CTA: **Learn More**

2.

Headline: **X-Fly—Medical insight management that lets you spread your wings and soar.**

Getting the latest insights to the people that need them, when they need them, could be the difference between flying high and a failure to launch.

Don't leave your outcomes in doubt.

Use X-Fly, our integrated insight management platform, to call upon cutting-edge information in an instant, from colleagues, congresses and KOL's across the world. All perfectly segmented automatically according to your predefined priorities, using customisable workflows.

Disperse data strategically: by competitor, geography, key topic or whatever metric is relevant today.

Insight management solutions which deploy workflows to work for you, on the fly with X-Fly.

CTA: **Learn More**

3.

Headline: **Why walk when you can X-Fly? business-wide medical insight management at your fingertips.**

Insight is important.

But insight that's relevant, quantified, and prioritized is incomparable.

And that's what X-Fly provides. Automatically, instantaneously, and exactly according to your requirements.

Workflows make the world a more efficient place. X-Fly workflows translate repeatable, quantifiable actions to optimize and simplify the management, triage and prioritisation of your valuable new KOL and sector medical insights.

X-Fly is much more than just a digital data platform. Using machine intelligence, it can identify and interrogate important data groupings and display them in a clear and actionable form without delay. That's a solution which really earns its wings.

CTA: **Learn More**

4.

Headline: **Capture, prioritize and distribute medical insight anywhere, any time—your X-Fly on the wall.**

When it comes to key information and people, you always want to be in the room where it happens. But you can't be in more than one place at a time, can you?

X-Fly provides the opportunity to mine outcomes immediately from insights captured anywhere in the world in real time.

Using workflows configured to your preset matrices, we can quantify, segment and parcel your insights automatically for those who need them to explore.

Whether it's the latest KOL discussions, current hot topics or insights which define your major strategic decisions, isn't it time to look smarter?

CTA: **Learn More**